

EU/RE Communications/Marketing Support an Graphic Design RFP

Vonette McCauley

Public Relations Manager

Sean Bigley

Government Relations Analyst



Who we are? Environmental Utilities (EU)

- Utility Services Water, Wastewater, Solid Waste and Recycled Water.
- Municipally owned and operated.
- Related programs Water efficiency, waste reduction, stormwater.
- Co-funder and manager of Utility Exploration Center
- 42,000 residential customers; 4,000 business customers.
- Enterprise funded. Some grants.
- Learn more at <u>www.roseville.ca.us/eu</u>



EU Campaign elements

- Ongoing campaigns include:
- EU Value Only non paid media
- Take it from the Tap
- Water Efficiency
- Recycling/Waste Reduction Roseville and Regional
- Used Motor Oil Grant Funded
- Bottles and Cans Grant Funded



EU Campaign elements

- Wastewater (FOG) Roseville and Regional
- Other projects:
- Event support and community engagements
- Other possible projects:
- Regional HHW campaign Grant application pending
- New outreach requirements under MS4 Stormwater Permit
- EU Today



EU needs

- Implementation of 3 year marketing plan (2015-2018)/development of 2016-2019 Plan. Use of biannual residential survey.
- Implementation of annual plans (paid media/outreach support).
- Development of speakers bureaus, event planning/attendance, residential and business community engagement. Use of intercept surveys and other evaluation techniques.
- Graphic design (creative and low-level)
- Strategic marketing, outreach, communications advice on asneeded basis.



Roseville Electric

Service Began: 1912/Municipal Owned

• Customers: 55,000

• Employees: 121

Energy Sales: 1.2 billion kilowatt hours

Revenues: \$154 million

Distribution lines: 800 miles

Power Plants: 2 natural gas fired

Cofounder: Utility Exploration Center



Roseville Electric Campaign

 Brand/Value Campaign promoting the benefits of a municipal owned electric utility.

Paid advertising (traditional/online)
Social media
Outreach events

Public Power Week/October 2013



Roseville Electric: Services Needed

- Using utility satisfaction and communication data develop and implement strategic communication & outreach plan (2 year)
- Modify / develop key messages for utility campaign
- Assist with copy writing and graphic design
- Assist with local media
- Develop and implement outreach events for both residential and business community engagement



Important qualities

- Ability to provide innovative approaches & techniques in the delivery of services.
- Demonstration of a high level of understanding with regards to public utility operations, outreach mandates and demands.
- High quality creative services, communications/marketing plan development and implementation, strategic marketing consultation and event planning and implementation.



Important qualities

- Quality and performance assessments of work quality and working relationships with current and recent clients that indicate high levels of satisfaction and effectiveness.
- Evidence of highly trained competent staff.
- Demonstration of a high level of stability.
- Demonstration that the agency is organized and has the level of staff resources and capacity to deliver services at the quality expected.
- Ability to manage subcontractors to deliver services.



Timeline

- Mandatory Pre-Proposal Meeting March 6, 2013
- Deadline for Written Questions March 12, 2013
- City Response to Written Questions March 15, 2013
- Receipt of Proposals to City (by 3 p.m.) April 1, 2013
- Interviews April 15 April 30
- Estimated Staff Recommendation to City Council May 15, 2013
- First day of services for Environmental Utilities and Roseville Electric - July 1, 2013



Questions

Sean Bigley Government Relations Analyst

sbigley@roseville.ca.us

Future questions must be submitted in writing by e-mail.